

Human.Net



Issue 38 – June 2014

Keeping you up to date with the latest news on Human Resource issues and developments as well as Association news.

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Interesting Quotes

“We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve that beauty.”

— In memory of Maya Angelou

1. Welcome Note from the Editor

Dear Readers,

The European Parliament elections were the most significant of events in the period under review. Two of Cyprus' Euro MPs will be returning to Brussels for a second term, while four new MPs will be representing our Country in the European Parliament for the first time. Our congratulations go to all six Euro MPs hoping to meet our many expectations by working hard and tirelessly focusing on the issues of the long standing Cyprus problem and re-vitalising our economy.

Another event of HR importance is the announcement by the Minister of Labour and Social Insurance Mrs Zeta Emilianidou that an amendment to current legislation is under way to impose larger fines for anyone who illegally employs undocumented illegal workers. The statistics show that high levels of undocumented employment have reached 32%. The Minister made reference to the four axes of 10 measures currently promoted to combat unemployment including small and medium businesses, youth unemployment, the hotel industry and social cohesion. She also announced that as of 1st of July the Minimum Guaranteed Income (MGI) will be implemented as “a safety net for those who really need it”.

In the current issue of Human.Net you will also find other news related to employment (labour statistics, scheme for providing incentives for hiring unemployed), our bright idea on how to promote yourself, a movie review with examples of how motivation is the key to success, a book review on equality challenging women to “lean in” with strength to reclaim what they deserve, and much more.

We are hoping to see you all at the 2014 CyHRMA Annual Conference on the 18th of June before you head off to your deserved summer holidays!

Costas Papakyriacou

2. Bright Idea

Promote Yourself without Being Self-Promotional

Explaining why someone should hire you, or introduce you to a friend who is hiring, can be uncomfortable. You need to sell yourself, but you don't want to sound like a salesperson. Instead of detailing what's so great about you, tell a story that covers the following:

- **Situation.** Explain the problem or situation that you, your unit, or your company faced.
- **Tasks.** Outline what your responsibility was in solving the problem.
- **Achievements.** Make clear what you did to meet your responsibility.
- **Results.** What happened as a result of your achievements? Did revenues increase? Did customer satisfaction improve? Use specific examples to pique your audience's interest.

The Bright Idea was adopted from 'Guide to Getting a Job', Harvard Business Review

3. HR in Black & White

Latest Figures: Registered Unemployed, April 2014

The unemployed registered at the District Labour Offices on the last day of April 2014, reached 46.758 persons. Based on the seasonally adjusted data that shows the trend of unemployment, the number of registered unemployed for April 2014 decreased to 48.384 persons in comparison to 50.372 in the previous month.

In comparison with April 2013, an increase of 1.557 persons or 3,4% was recorded which was mainly observed in the sectors of financial and insurance activities (an increase of 1.183 unemployed persons), public administration (an increase of 841), transportation and storage (an increase of 200), education (an increase of 186), accommodation and food service activities (an increase of 129), as well as to newcomers in the labour market where an increase of 881 unemployed persons was recorded. However it is worth noting that during the same period there was also a decrease in unemployment in the sectors of trade (a decrease of 918 unemployed persons), construction (a decrease of 829) and manufacturing (a decrease of 199).

Source: Statistical Service of the Republic of Cyprus - <http://www.mof.gov.cy/mof/cystat/statistics.nsf/>

Message from the Minister of Labour, Welfare and Social Insurance

On the occasion of 1st of May and the celebrations for workers' achievements in securing decent work, welfare and their basic rights, the Minister of Labour, Welfare and Social Insurance Mrs Zeta Emilianidou said that the government takes measures to better deal with the social impact of the economic crisis.

Mrs Emilianidou committed to social dialogue with the government, the labour and trade union movement and Cypriot citizens in order to explore new opportunities and prospects of improving the situation and expectations for a better future. She added: "New laws are promoted so as to secure labour rights and take additional measures to reduce unemployment. In addition to what I mentioned before to combat undeclared work, these new laws will concern to make speaking Greek compulsory in certain occupations, as well as policies in relation to construction sector and equal pay".

The Minister also highlighted the introduction of the Minimum Guaranteed Income (MGI) scheme as a part of the social welfare reform with a view to serve vulnerable groups and those truly in need.

Source: www.mlsi.gov.cy

Fighting unemployment

On the 14th May 2014, the Council of Ministers approved a Plan Providing Incentives towards the hiring of unemployed. The Council also authorised the Labour and Social Insurance Minister to carry out whatever amendments of the Plan are considered necessary for the purposes of co-funding from the European Cohesion Fund. The said plan has been drafted via a dialogue with social partners and provides for assistance-sponsorships towards businesses, to enable them to hire people belonging to groups categorised in the plan. These are people who are registered as unemployed for over six months from the date of their benefit application to be eligible for the scheme. An employer will get assistance covering up to 50% or 60% of the salary of the person covered under the state plan.

The total budget for the Plan is EUR 5 million for a period up to 30.6.2016 and the aim is the placement of 1000 unemployed.

Sources: The Cyprus Daily, <http://incyprus.philenews.com/>, <http://www.ant1iwo.com/oikonomia/2014/05/14/sxedio-paroxhs-kinhtrwn-gia-thn-ergodoth/>

4. HR on Screen



Rush (2013)

Release Date: September 2, 2013

Genre: Action Drama

Director: Ron Howard

Distributor: Universal Pictures (United States), StudioCanal (United Kingdom), Universum Film AG (Germany)

This motion picture starts at the German Grand Prix in Nurburgring in 1976. The film follows English driver James Hunt and his industrious Austrian opponent Niki Lauda in their journey to win the Formula 1 championship. Hunt, a confident and talented driver leads an over the edge life both on and off the track. Undisciplined and uncommitted Hunt appears to be drowned by his excessive lifestyle yet shows an immense drive to win on the racetrack. Lauda, a methodical driver buys his way into an F1 team after his wealthy father turned his back on him for not following into his business footsteps. Lauda slowly gains respect from both technicians and management and builds trust and commitment among the group. He eventually negotiates a contract on his own terms and earns the support of the team. We see Lauda visiting the technical team on a regular basis; working with them to build a competent car that will help the team win many races. He leads his team with common vision and goals. His technical knowledge becomes the team's competitive advantage.

The film effectively presents how team spirit comes from the top. Both racing teams were successful because they were led by highly motivated and talented people with goals and dreams that matched the team's vision. Both drivers lead their teams by their drive to win the

championship. Hunt's confidence, enthusiasm and motivation to win races at any circumstance had backed him up with a loyal and supportive team. Whilst Lauda's compelling vision and passion along with his extensive technical knowledge of car mechanics equipped him with a group of devoted technicians and crew members.

The story shifts from one driver to the other, showing how these seemingly different personalities chased each other, both on and off track, to chase their dream. In a sport where there is no scope for error, the two drivers are willing to risk their lives to become world champions. The story also shows how the two drivers found the strength to follow their passion even after the machines failed.

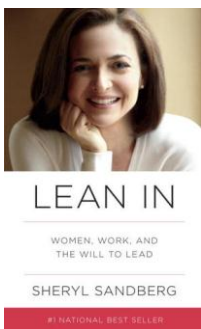
Hazardous weather conditions have had the two drivers confront life and death decisions. Their attitude on risk will determine their future. While Hunt seems to willing risk to race at any weather conditions, Lauda sees his life off the track and must decide whether to quit the race risking his chances to win the championship and his career in F1.

The film had set some bright examples of how motivation is the key to success. Lauda was successful because he did what he loved. He did not stop when everyone said otherwise. He invested his knowledge and passion to build up his dream. Hunt was fast, talented and precise. He was driven and passionate to be the best at what he did. Hunt's confidence, talent and winning attitude were the key components to his successful career. Both drivers' teams were positively motivated to support them because they were compelled by their dream.

Bright and brash, the film reveals how the two opponents shape a bond of mutual respect when they put their lives in danger to do what they love.

Contributed by Maria Georgiou

5. Book Review



Lean In: Women, Work and the Will to Lead

By: Sheryl Sandberg

ISBN: ISBN 13: 9780753541630

Sheryl Sandberg, former Director of online sales and operations teams at Google, former Chief of staff of the Ministry of Finance of the United States and currently head of operational functions of Facebook, in her first writing attempt, envisions a society of absolute equality between men and women at all levels, at home and at work in a world that is still dominated by men.

The author substantiates with statistics arising from various sociological researches (numbers and percentages) and finds that women hold a small share in the governance of their countries and also in the business world. The facts are that women not only are under-represented in various areas, they are also not paid the same as men. She continues and observes that women are compliant in

relation to men and not wishing to conquer leadership positions because they fear failure, condemnation and that they will not be liked if those things happen. Women are presented as not ambitious, don't take risks, do not undertake great responsibilities and do not wish to face challenges because of the various stereotypes that are imposed on them during their childhood and continue throughout their lives.

Sandberg recommends that men should appreciate and support women with everything they decide to grapple with. She believes there is a great need for institutions and individuals to encourage and promote women and their actions. Furthermore, she suggests that there should be an equal division of work at home with men participating the same as women in household activities. Similarly, women should undertake more responsibilities in the workplace, like men do.

The author recommends that women should sit at the negotiating table with men and with confidence to express their opinion and to do what they can in full completion.

This modern feminist (Sandberg) calls and challenges women to break down barriers, to come forward (lean in) with strength and determination to reclaim what they deserve and to reach the top levels of hierarchy, competing against sex discrimination and chauvinism.

It is a topical and brilliant piece of work, based on actual experiences and facts plucked from the author's life. It is no coincidence at all that Sheryl, the author is classified by Fortune magazine in its list of the 50 most powerful women in business by the Time 100 most influential persons in the world!

Contributed by Maria Christofi

6. Makes you think



"Can I call you back Harry, I think the restructuring has started."

7. HR Forthcoming Events

CYPRUS:

18 June 2014

CyHRMA Annual Conference

Time: 08:15 – 17:30

Venue: Filoxenia Conference Centre

INTERNATIONAL:

15th – 17th October 2014

15th WFPMA World Human Resource Management Congress

Santiago, Chile

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